



## Nebraska WIC Program



# WIC VENDORS' UPDATE – GROCERY STORE EDITION March 2011

This update contains:

Nebraska WIC Shelf Labels Required.....	page 1
Invitation to Interested Retailers.....	page 1
Nebraska WIC Authorized Tortillas.....	page 2
Nebraska WIC Authorized 100% Whole Wheat Bread.....	page 3
WIC Check Redemption.....	page 4

WIC website address: [dhhs.ne.gov/wic](http://dhhs.ne.gov/wic)

### NEBRASKA WIC SHELF LABELS REQUIRED

- It is part of your WIC Program Retail Vendor Agreement to only use the shelf labels from the Nebraska WIC Program to identify WIC approved foods.
- Please place the labels in close proximity to the identified food.
- The WIC shoppers are instructed to look for the “blue” shelf labels to help locate the correct WIC approved foods.
- If you would like another set of shelf labels please contact your local agency WIC vendor manager.
- It is also part of your WIC Retail Vendor Agreement that the WIC Acronym and/or Logo are only used with the Department’s approval.
- If you have some additional signage you would like to use in your store, please contact your local agency WIC vendor manager to discuss.

### Invitation to Interested Retailers

- The Nebraska WIC Program is beginning the planning process for a new WIC computer system.
- If you are interested in participating in sharing sessions and/or providing input please contact your local agency WIC vendor manager or Regina Paschold, State WIC Vendor Management Coordinator, at 402-471-2781 or at [Regina.Paschold@Nebraska.gov](mailto:Regina.Paschold@Nebraska.gov) for more information.



## NEBRASKA WIC AUTHORIZED TORTILLAS

**16 ounce package  
only  
No hard shells**

**Inventory Requirement: 4 - 16 ounce packages of any of  
these authorized tortilla brands**

### Authorized Brands 100% Whole Wheat Tortillas – 16 ounce

Best Choice	Chi Chi's	Mission
Carlita	Don Pancho	Ortega
Celia's (Refrigerated section)	Hy-Vee	Shurfresh
	La Banderita	

### Authorized Brands Corn Tortillas – 16 ounce

Best Choice	Don Pancho	La Burrita
Carlita	Hy-Vee	Mission
Celia's (Refrigerated section)	La Banderita	Shurfresh
Chi Chi's		

- **Inventory requirements are part of your WIC Program Retail Vendor Agreement.**
- **Failure to maintain the inventory requirement may result in the issuance of sanction points by the State WIC office.**
- **If you are having problems securing adequate inventory contact your local agency WIC vendor manager to discuss.**



## **NEBRASKA WIC AUTHORIZED 100% WHOLE WHEAT BREAD**

**Inventory Requirement: 4 – 16 ounce packages of any of these authorized brands**

<b>Authorized Brands – 16 ounce package only</b>	
<b>Best Choice 100% Whole Wheat Enriched Bread</b>	<b>Family Choice 100% Whole Wheat Bread</b>
<b>Hy-Vee 100% Whole Wheat Bread</b>	<b>Our Family 100% Whole Wheat Bread</b>
<b>Pepperidge Farm Stone Ground 100% Whole Wheat Bread</b>	<b>Pepperidge Farm Swirl 100% Whole Wheat Cinnamon with Raisins Bread</b>
<b>Pepperidge Farm Very Thin 100% Whole Wheat Bread</b>	<b>Pepperidge Farm Whole Grain Rye Seeded Bread</b>
<b>Roman Meal 100% Whole Wheat Bread</b>	<b>Sara Lee Classic 100% Whole Wheat Bread</b>
<b>Shurfresh 100% Whole Wheat Bread</b>	<b>Village Hearth 100% Whole Wheat Bread</b>
<b>Wonder Soft 100% Whole Wheat Bread</b>	

- **Note: Sara Lee representatives notified us that they will not distribute the Sara Lee 100% Whole Wheat Hamburger Buns and the Sara Lee 100% Whole Wheat Hot Dog Buns in Nebraska.**
- **Inventory requirements are part of your WIC Program Retail Vendor Agreement.**
- **Failure to maintain the inventory requirement may result in the issuance of sanction points by the State WIC office.**
- **If you are having problems securing adequate inventory contact your local agency WIC vendor manager to discuss.**



## **WIC Check Redemption**

### **Important Points for Cashiers!**

- 1. Ask for the WIC check from the WIC customer.**
- 2. Verify the date.**
  - **Is the check valid for use today?**
- 3. Scan the food items one-by-one and make sure each item is approved and authorized on the check.**
  - **Is the food item authorized (listed on the WIC check)?**
  - **Is the food item approved according to the WIC Approved Food List?**
- 4. Write the total amount purchased on the WIC check in the "Purchase Amount" box.**
- 5. Write today's date in the "Purchase Date" box.**
- 6. Present the WIC check to the customer to sign on the "Authorized Signature" line.**
- 7. Review check to make sure that the customer has signed it.**

***Reminder: Prior to depositing, your bookkeeper should clearly stamp the WIC check with the Nebraska WIC authorized vendor number stamp.***

**If you have any questions about the Nebraska WIC Program please contact either your local agency WIC agency vendor manager or Regina Paschold, State WIC Vendor Management Coordinator, at 402-471-2781 or at [Regina.Paschold@Nebraska.gov](mailto:Regina.Paschold@Nebraska.gov)**

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